Analysis of the Effect of Product Completeness, Price Perception and Location Affordability on Purchasing Decisions

(Survey of SRC Grocery Stores/Sampoerna Retail Community Cikupa District tangerang regenc)

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Abstract— **This study is a causality study designed to examine the effect of product completeness, price perception and location affordability on purchasing decisions. The data collection used in this study uses literature study methods and field studies. The population of this study is all consumers who shop at 10 Grocery Stores SRC Cikupa District Tangerang. The sampling method used is** *convenience sampling* **with a sample number of 71 consumers. The data is collected using questionnaires and then processed using the SmartPLS application. Test results showed that product completeness had a significant effect on purchasing decisions and the direction was positive. This means that the higher the completeness of the product, the more purchasing decisions increase. Likewise, price perception and location affordability also have a significant effect with a positive direction towards purchasing decisions.**

Index Terms— **Product, Price, Location & Purchase Decision**

I. RESEARCH BACKGROUND

Competition and challenges for grocery stores are minimarkets or modern stores and franchise businesses such as supermarket stores and minimarkets. Supermarkets and minimarkets are mushrooming in the city of Tangerang, from those selling in retail to wholesale. The tight competition of small trade and large trade, modern and traditional markets become a threat that greatly affects economic culture in various business factors. Especially in this reform era, the modern large or small merchant market comes with a better appearance, a clean place, comfortable, good service, affordable prices, open 24 hours, good buildings and interesting offers. *Sampoerna Retail Community* (SRC) is a today's grocery store that is incorporated in the Sampoerna partnership program and aims to increase the competitiveness of grocery store owners through ongoing business assistance. In 2008 the grocery store incorporated in SRC only 57 stores in the city of Medan. But to date more than 160,000 grocery stores spread throughout Indonesia from Sabang to Merauke. If you look at modern stores such as Indomaret and Alfamart which are still below 20,000 stores throughout Indonesia, SRC grocery stores are much more than modern

stores. Based on the difference between grocery stores and modern it is seen that the location of the grocery store is usually in residential areas with minimal parking. Prices at the grocery store tend to fluctuate because the price is determined by the store owner so they want to change the price. In addition, grocery stores mostly provide grocery products only, while for products such as stationery, toiletries and other household categories are rarely provided by grocery stores. From the background of the problems that have been outlined above, the issues that will be discussed in this study are the effect of product completeness, price and location affordability on purchasing decisions at SRC grocery stores in Cikupa District, Tangerang.

II. LIBRARY REVIEW

A. Marketing Management

According to the American Marketing Association (AMA), marketing is an activity, a collection of institutions and procedures for developing, communicating, delivering, and exchanging valuable offerings with customers, clients, partners, and the general public (Tjiptono and Chandra, 2017: 5). Marketing is viewed as a function of the organization rather than as a discrete activity. Additionally, marketing is positioned as a cross-functional activity within a business or organization, rather than as a departmental activity. The marketing emphasis shifts away from short-term transactions and toward long-term value creation for stakeholders. Marketing strategy necessitates management decisions about several components of the marketing mix, including product planning, price, distribution channels, and promotion. The marketing mix is composed of four components: the product, the pricing structure, promotional activities, and distribution system (Dharmmesta, 2012: 75).

B. Product Completeness

Kotler and Keller (2012: 346) define a product as "anything offered, owned, utilized, or consumed in order to satisfy wants and needs." This definition includes physical, services, people, places, organizations, and ideas. Diversity of poduk refers to the completeness of products, which includes the breadth, depth, and quality of products presented, as well as their constant availability in the store. According to James F. Engels (2010: 258), product completeness refers to the breadth, depth, and quality of the products sold, as well as their constant availability in the store. According to Utami (2012), product completeness refers to the breadth, depth, and quality of products sold, as well as their availability at all times in the store.

C. Price Perception

According to Muanas (2014), perception is the process by which an individual organizes, selects, and interprets data from his or her surroundings. For some, the price tag serves as a barometer of the product's quality. The higher the price of a product in general, the higher the product's quality, and vice versa, the lower the price, the lower the product's quality. This is an incorrect assessment, as the high quality of a product is not solely determined by its price. Kotler and Keller (2016:75) define prices as the amount of money exchanged for a product or service. Additionally, price is a collection of values that customers exchange for a variety of benefits associated with owning or utilizing a product or service.

D. Location Affordability

Location is a critical component in the marketing mix. According to Kotler and Armstrong (2012: 92), the location, specifically the various activities of the business, contributes to the affordability and availability of the items produced or sold to the target market. The location itself is the process of creating and implementing a program for distributing items or services in the most efficient manner possible. According to Irawan (et al. 2012:339), location is critical in determining where the company's operations and staff will be located. A good location ensures quick access, attracts a large number of consumers, and has the ability to alter consumer shopping and purchase habits. For example, in the retail industry, the proliferation of retail outlets offering the same product has resulted in a relatively small difference in price, even in locations that have a significant impact on a store's market share and capabilities.

E. Purchasing Decision

According to Tjiptono and Chandra (2017: 56), customer choice making is a process that integrates knowledge in order to analyze and choose between two or more alternative behaviors. According to Kotler and Keller (2016:134), purchasing decisions are the evaluation stage, during which customers develop preferences for brands among a collection of options. Additionally, customers may develop an intention to purchase the most liked brand. The consumer can choose five sub-decisions while carrying out the purchase's intent: brand, distributor, amount, time, and payment method. According to Sanusi (2015: 41), purchasing decisions, specifically the consumer's decision to purchase or not to purchase a product or service, are a critical alternative for marketers. According to these experts' definitions, the purchasing decision is the customer's choice based on his or her goals and needs. Previously, shoppers evaluated the products they intended to acquire.

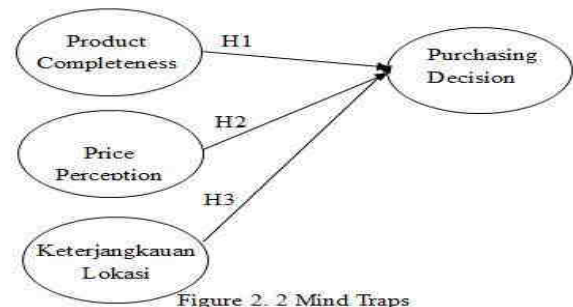### F. Thought Suspicion

Figure 2. 2 Mind Traps

The hypotheses in this study are:

H1: Product completeness has a significant effect on purchasing decisions.

H2: Price has a significant effect on purchasing decisions.

H3: Location has a significant effect on purchasing decisions.

III. RESEARCH METHODS

The study used primary data by spreading questionnaires, quantitatively causal, with *convinience sampling*. The variable measurement scale used in this study is the Likert scale while to distinguish categories, using interval scales. In this study, the target population was all consumers who shopped at 10 Grocery Stores SRC Cikupa District Tangerang. The samples taken by the researchers were 100 consumers who shopped at 10 SRC grocery stores determined by the researchers. The study used questionnaires as principal data. From June to July 2020, the questionnaire was sent by paper and Google Form. Statistical analysis using PLS-SEM (Partial Least Squares Structural Equation Modelling). Partial regression analysis with SmartPLS 3.2.9 (Partial Least Square) software is used to test existing hypotheses. In PLS Path Modeling, there are two models: outer and inner. Validity and reliability tests are done on outer models. The path coefficient or p-value of each t path can be viewed in structural model testing (inner model).

IV. RESEARCH RESULTS

The objects of the research in this study are product completeness, price perception, location affordability and purchasing decisions. Based on the results of questionnaires that have been given to respondents as many as 71 respondents, the product completeness variable has an average value of 4.12 in the High category. This means that the completeness of the product is complete in accordance with consumer expectations. The highest value is in the dimension of Availability of Products sold in the category of 4.23 which means Very High. The lowest value on the product completeness variable is in the dimension of Product Variation sold with a value of 4.06 so that it falls into the High category, which means that the variety of products sold in SRC still needs to be propagated. As in the table below:

Table 4.1 Description of Product Completeness Variables

Do not.	Dimensions/Indicators	Average	Category
A.	**Diversity of products sold**		
1.	Diversity of products sold by SRC	4,06	Tall
	Average Dimensions	4,06	Tall
B.	**Variety of products sold**		

2.	Completeness of the variety of goods offered by SRC stores	4,14	Tall
3.	Completeness of the variety of goods offered by SRC stores	3,99	Tall
	Average Dimensions	4,06	Tall
C.	**Availability of products sold**		
4.	SRC provides products for daily needs	4,23	Very High
5.	SRC provides quality products	4,18	Tall
	Average Dimensions	4,2	Tall
D.	**The types of brands available**		
6.	Various brands sold SRC	4,16	Tall
	Average Dimensions	4,16	Tall
	Average Value	4,12	Tall

Source: Primary data processed

In addition, for price perception variables have an average value of 4.02 in the High category. This means that the price perception is very in line with consumer expectations. The highest value is in the dimension of price conformity with customer benefits with a value of 4.10 in the High category which means consumers shopping at SRC grocery stores are in accordance with the price and benefits of the item.. This is seen in the table data below:

Table 4.2 Description of Price Perception Variables

Do not.	Dimensions/Indicators	Average	Category
A.	**Affordability of prices**		
1.	The price of products sold in affordable SRC stores	4,18	Tall
2.	The price of products sold in SRC stores is cheaper	3,90	Tall
	Average Dimensions	4,04	Tall
B.	**Prices according to ability or price competitiveness**		
3.	Cheaper SRC than competitors	3,83	Tall
	Average Dimensions	**3,83**	**Tall**
C.	**Price compatibility with product quality**		
4.	Products sold by SRC stores are in good condition.	4,07	Tall
	Average Dimensions	**4,07**	**Tall**
D.	**Price conformity with customer benefits**		
5.	Affordable SRC prices according to needs	4,10	Tall
	Average Dimensions	**4,10**	**Tall**
	Average Value	**4,02**	**Tall**

Source: Primary data processed

While in the location affordability variable has an average value of 3.85 in the High category. This means that the location of SRC grocery stores is good and close to customers. The highest value is in the dimensions of easy-to-reach locations with a value of 4.21 in the category of very high which means the location of SRC grocery stores is easy to preview because it is often around our homes. Seen in the table below:

Table 4.3 Location Affordability Variable Description

Do not.	Dimensions/Indicators	Average	Category
A.	**Location easy to reach**		
1.	SRC stores are close and easy to reach	4,20	Tall
2.	SRC stores are easy to see	4,23	Very High
	Average Dimensions	4,21	Very High
B.	**Availability of parking space**		
3.	Parking space is available in a spacious and secure SRC store	3,51	Tall
	Average Dimensions	**3,51**	Tall
C.	**Enough place**		
4.	SRC stores have a fair area.	3,41	Tall
	Average Dimensions	**3,41**	Tall

D.	Comfortable surroundings		
5.	Clean SRC store environment	3,89	Tall
	Average Dimensions	**3,89**	Tall
	Average Value	**3,85**	Tall

Source: Primary data processed

Of the several dimensions and indicators have a high average value. But for variables of purchasing decisions also have an average value of 4.01 in the high category as in the table below:

Table 4.4 Description of Purchasing Decision Variables

Do not.	Dimensions/Indicators	Average	Category
A.	**Product choices**		
1.	Products sold by SRC stores are quality and superior	3,97	Tall
	Average Dimensions	3,97	Tall
B.	**Brand choice**		
2.	Products sold by SRC stores have a trusted and well-known brand.	3,92	Tall
	Average Dimensions	**3,92**	Tall
C.	**Dealer options**		
3.	SRC stores always provide products that are cold and needed	4,01	Tall
	Average Dimensions	**4,01**	Tall
D.	**Purchase time**		
4.	Shop at SRC stores every day	4,07	Tall
	Average Dimensions	4,07	Tall
And	**Number of purchases**		
5	Shopping at SRC stores with the amount as needed	4,08	Tall
	Average Dimensions	**4,08**	Tall
	Average Value	**4,01**	Tall

Source: Primary data processed

1. Data Validity & Reliability Test

Convergent Validity value is the *loading factor* value on latent variables with its indicators. A statement is said to be valid if it has a *loading factor* above 0.50 against its construct and its value is positive. *The output of the research loading factor* on SmartPLS as shown in figure 4.1.
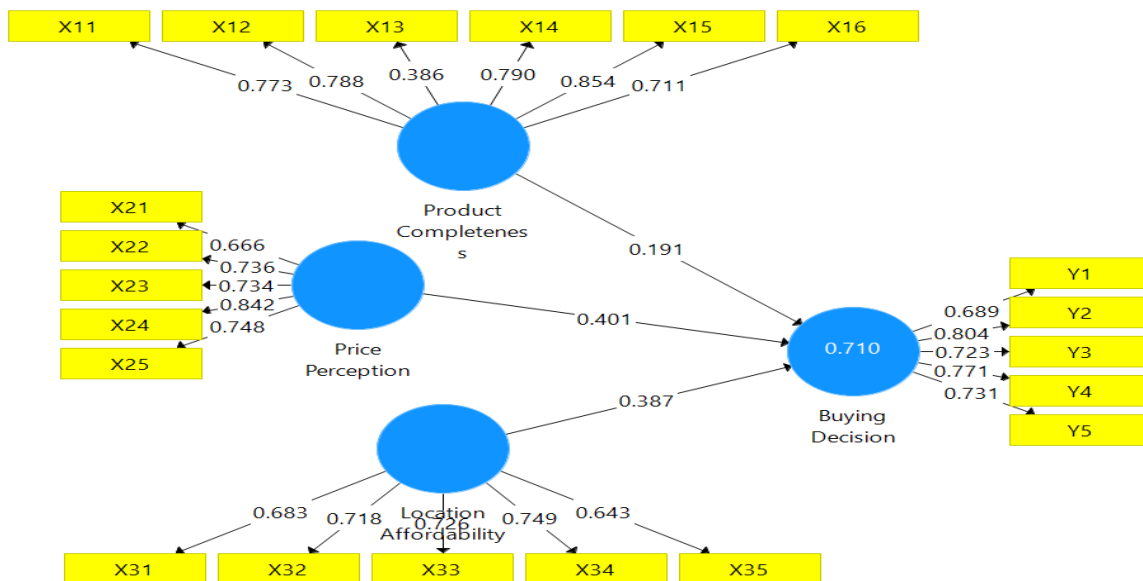

Figure 4.1 Outpul *Loading* Research

Based on the output in the path diagram above, *the loading factor* for *first order* there is one indicator whose value is below 0.5, namely the X1.3 indicator, therefore the indicator is dropped. Here is the *output loading factor* of research on SmartPLS where the X1.3 indicator has been dropped as shown in figure 4.2.
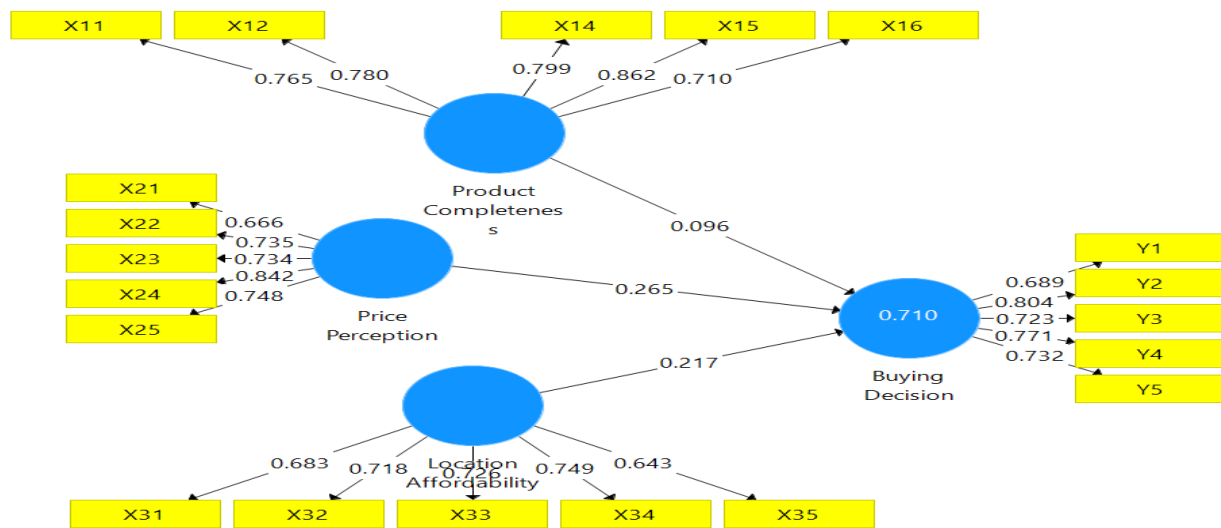
Figure 4.2 Outpul *Loading* Revised Research

Based on the output in the path diagram above, *the loading factor* for *the first order* has met *convergent validity*, which is an indicator value already above 0.5. This means that all indicators are declared valid. Reliability tests are conducted to find out the extent to which measurement results are reliable or reliable and provide relatively consistent test results in multiple tests. To measure the reliability level of a research variable, alpha coefficients or *cronbachs alpha* and *composite reliability are used.* The reliability of a construct is called high if it has a *composite reliability* value of > 0.7 and *a cronbach alpha* value > 0.6 (Lela, 2018). Reliability test results as presented in table 4.6.

Table 4.5 Reliability Test Results

Variables & Dimensions	*Alpha Cronbach*	*Composite Reliability*	Information
Product completeness (X1)	0.848	0.889	Reliable
Price Perception (X2)	0.800	0.863	Reliable
Location Affordability (X3)	0.749	0.831	Reliable
Purchasing Decision (Y)	0.799	0.861	Reliable

Source: SmartPLS Output (2022)

Based on Table 4.5., it is seen that *the value of croncbach alpha* > 0.6 and *composite reliability* > 0.7. It can be concluded that the construct has good reliability. *R Square* is the endogenous construct value. The *R Square* value is the coefficient of determination in endogenous constructs. R *Square* values of 0.67 (strong), 0.33 (moderate), and 0.19 (weak). The *R Square value of* this study as presented in table 4.6.

Table 4.6 *R Square* Value

Variable	*Alun-alun R*	*R Square Customized*
Purchasing Decision	0.710	0.697

Source: SmartPLS Output (2022)

Based on Table 4.6, the R *Square* Value (R2) of the study was 0.710 and the *Adjusted* R-Square (Adj-R2) value was 0.697. While the results of the *estimate for path coefficient* test as presented in table 4.7.

Table 4.7 *Estimated Value for Path Coefficient*

Variable	Purchasing Decision
Product Completeness	0.194
Price Perception	0.403
Location Affordability	0.382

Source: SmartPLS Output (2022)

Based on Table 4.7, it is known that the largest *path coefficient* value lies in the influence of price perception on purchasing decisions with a value of 0.403.   Furthermore, the second largest and low category of influence on the influence of location affordability on purchasing decisions was 0.382.   Product fatigue has a very low influence on purchasing decisions of 0.194. The results of *this study's effect size* test as presented in table 4.8.

Table 4.8 Value *f Square*

Do not	Variable	Purchasing Decision
1	Product Completeness	0.096
2	Price Perception	0.265
3	Location Affordability	0.217

Source: *Ouput* SmartPLS (2022)

Based on Table 4.8, *the effect size* value of the price perception variable has the largest value of 0.265. This shows that variable price perception exerts a strong influence.

2. Hypothesis Test

The hypothesis test on this study was based on the $_{tstatistic}$ values resulting from *the smartPLS output* which was subsequently compared to the t table. The picture of the hypothesis testing path as presented in figure 4.2.
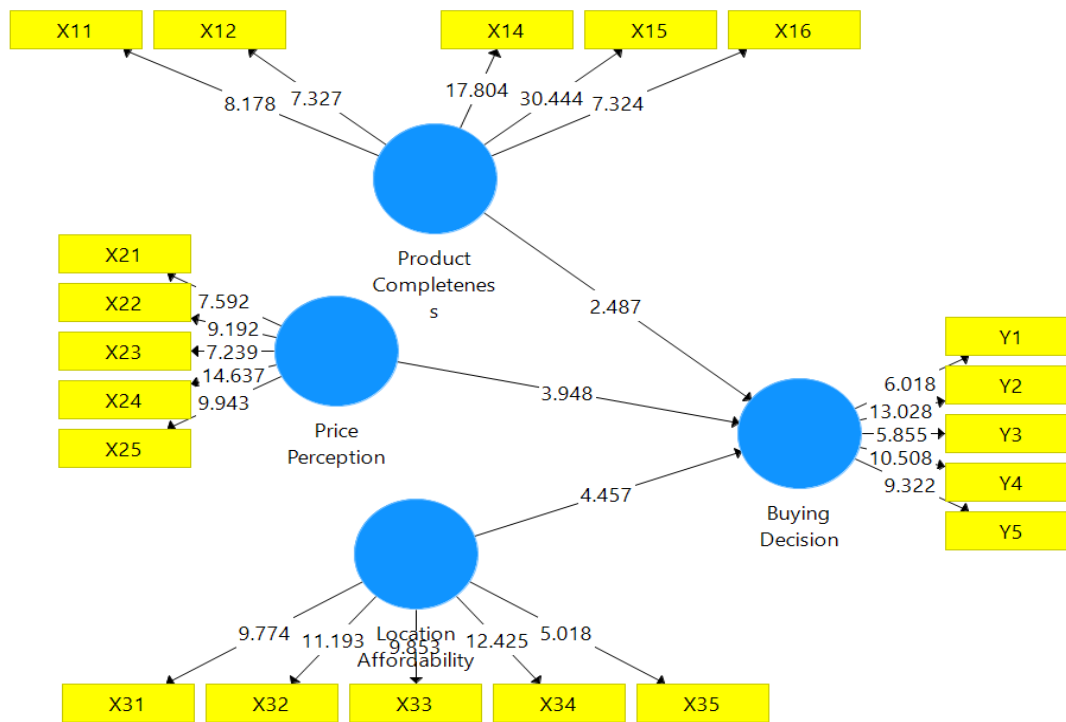

Figure 4.2 Hypothesis Testing Path Diagram

Based on the *path* figure above, all dimensions of each variable have a $_{statistical}$ value of more than t table (1,660), so it can be concluded that the dimensions are able to measure the construct. The results of the hypothesis test in full as presented in table 4.9.

Table 4.9 *Path* Diagram Results and Hypothesis Tests

Influence Between Variables	Parameter Coefficient	Statistics T	*Value* P	Ket
Product Completeness - > Purchase Decision	0.194	2.487	0.013	* Significant Effect
Price Perception - > Purchase Decision	0.403	3.948	0.000	Significant Effect
Location Affordability -> Purchase Decision	0.382	4.457	0.000	Significant Effect

Source : SmartPLS Output (2022)
Ket: * Significant at 5% level

Based on the above data that the dimensions of the path parameters obtained from the effect of product completeness variables on purchasing decisions are 0.194 with a statistical value of 2,487 > 1,660 at the level of significance of α = 0.05 (5%) and P values of 0.013 below 0.05 which states that there is a significant effect on product completeness on purchasing decisions. Then the path parameter coefficient obtained from the influence of price perception variables on purchasing decisions is 0.403 with a statistical value of 3,948 > 1,660 at the level of significance of α = 0.05 (5%) and P values of 0,000 below 0.05 which states that there is a significant influence on price perception on purchasing decisions. As

for the path parameter coefficient obtained from the influence of location affordability variables on purchasing decisions is 0.382 with a statistical value of 4,457 > 1,660 at the level of significance of α = 0.05 (5%) and P values of 0.001 below 0.05 which states that there is a significant influence on location affordability on purchasing decisions.

DISCUSSION

According to testing, the completeness of a product has a considerable beneficial impact on purchasing decisions. The findings of this study corroborate Herlina's (2018) idea, according to which product completeness has a major impact on purchase decisions. Price perception testing results have a considerable beneficial effect on purchasing decisions. The findings of this study corroborate Pane's (2018) theory, which claims that consumers' perceptions of a product's selling price have a substantial impact on their purchase decisions. With regards to location affordability testing, the results indicate that location affordability has a considerable beneficial impact on purchase decisions. The findings of this study support Listyawati's (2017) theory, according to which location has a substantial impact on purchase decisions.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Completeness of the product has a major beneficial impact on purchasing decisions. This suggests that the more complete a product is, the more likely a buyer will make a purchase. This is because SRC grocery stores have a variety of products in a variety of shapes and sizes, all of which are of high quality. This can have a considerable impact on in-store purchase decisions.

Price perception has a substantial beneficial influence on purchasing decisions. This indicates that as price perception increases, the likelihood of making a purchase increase as well. This is because SRC grocery stores may provide competitive prices, which can have a considerable impact on their consumers' shopping decisions.

Affordability of location has a substantial impact on purchase decisions, and the trend is upward. This suggests that the more affordable a location is, the more likely a buyer will make a purchasing decision. This is because the proximity of SRC grocery shops to customers and the visibility of SRC grocery stores have a substantial impact on their customers' purchasing decisions.

Suggestion

For further research should add other variables that are not included in this study, including variables in service quality and promotion. This is because the variable hopes to provide other references in determining what factors can affect the difficulty of the purchase. In this study, researchers have gathered 71 respondents, so the advice for the next researcher in order to gather respondents as many as 100 respondents. This is because the more respondents, the greater the expectation the better the data presented and its validity is good.

For SRC Grocery Stores, based on this research the advice is that SRC grocery stores can complement product variants in terms of product size. This is because there are some respondents giving answers that product variants in SRC grocery stores do not have a lot of product size. In addition, SRC grocery stores can conduct price surveys of nearby grocery stores because some respondents gave answers that there are grocery stores instead of SRC cheaper than SRC grocery stores. The last suggestion is that SRC Grocery Store hopes to have a large space and also have additional parker land so that consumers can feel comfortable when shopping at SRC grocery stores.

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